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VIA ECFS

Marlene Dortch
Secretary
Federal Communications Commission

RE: Opposition to Petitions for Reconsideration in GN Docket No. 16-142

Dear Madam Secretary,

Meredith Corporation's Local Media Group ("Meredith") again commends the Commission for opening the door to a voluntary, industry-led implementation of Next Generation TV ("ATSC 3.0" or "Next Gen TV").¹ Unfortunately, NCTA - The Internet & Television Association ("NCTA")² and the American Television Alliance ("ATVA")³ have filed separate petitions for reconsideration of the Commission's ATSC 3.0 order. Meredith opposes those attempts to saddle broadcasters with additional regulatory burdens as an attempt to curtail competition.

As for the NCTA petition, Meredith appreciates that NCTA "has no objection to approval" of Next Gen TV. That being said, ATVA and NCTA's attempt to for the first time have the government require broadcasters to air high definition ("HD") content misses the mark. Indeed, ATVA admits that broadcasters are not today required to broadcast in HD. Today, a broadcaster could switch from HD to Standard Definition and the Commission would not (and should not) have any say,

One should not forget that television broadcasters have an incentive to best serve their viewers to make revenue. In some cases, however, broadcasters may need flexibility to adjust their bit rates in order to implement the transition. The Commission should not, and cannot under the First Amendment, replace the Commission's judgment for the type and quality of programming for that of broadcasters who are serving their communities. This is not a new case - the Commission went through it for digital broadcasting and, in particular, multicast channels.

¹ *Authorizing Permissive Use of the "Next Generation" Broadcast Television Standard*, Report and Order and Further Notice of Proposed Rulemaking, GN Docket No. 16-142, FCC 17-158 (2017) ("ATSC 3.0 Order").

² Petition for Reconsideration, NCTA - The Internet & Television Association, GN Docket No. 16-142 (filed Mar. 5, 2018) ("NCTA Petition").

³ Petition for Reconsideration, American Television Alliance, GN Docket No. 16-142 (filed Mar. 5, 2018) ("ATVA Petition").

Furthermore, despite the usual attempt to bring retransmission consent matters into unrelated dockets, ATSC 3.0 and the related transition (including for LPTVs) is one of a handful of economic terms that will be decided in an arms' length retransmission consent negotiation. Notably, the Commission did not require carriage of Next Gen TV for must carry stations. There is no need for separate negotiations - it's just one of multiple business terms in a regular, everyday retransmission consent negotiation.

In conclusion, the Commission should view the NCTA and ATVA petitions as nothing more than an attempt to use the regulatory process to limit competition. For that reason (and others), the Commission should reject the petitions.

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'JPila', with a stylized flourish at the end.

Joshua N. Pila

CERTIFICATE OF SERVICE

I, Joshua N. Pila, certify that on this 12th day of April, 2018, I caused a copy of the foregoing Opposition to Petitions for Reconsideration to be served by first class mail, postage prepaid, upon the following:

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